THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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40th Wedding Anniversary is ripe

(APRIL 24)

in the Valley of the Moon

Anyway the shivery days seemingly are over for good (your fingers crossed, too?), and thanks in large part to our torrential winter rains, flowers and vegetables are showing up better than they have in many a year. That sun begins to get hotter 'n' hotter, but nobody's kicking about it. So far.

HAZEL'S HOUSE OF CHARM, 18375 Hwy. 12, Boyes. Cold waves, hair styling, tints, dyes. Paris license. Eves by appoint. WE 8-5829.

Grace Kelly's pa made a lot of enemies by a crack he made, inferring those jewel robberies likely were the work of gangsters from Chicago. Chicagoans have been talking back vehemently, and with good reason. Even when Capone was head man, the ordinary Chicago resident knew little about the goings-on—and cared less.

VALLEY OF THE MOON REALTY, 222 W. Napa, Sonoma. Friendliest service in the Valley. A. J. Bourdy, owner. Harry White assists.

Where were you during the big earthquake and fire 50 years ago? Think we were in Oregon, Ill., and the news came into our telegraph office down at the CB&Q railroad depot. We know that some gifts of cash were sent out this way, our grandfather one of those donating. He never was what you'd call a rich man, but in cases of catastrophe he was always glad to do what he could.

Try as we can, there seems little to be learned as to what happened to the Springs area. In one of the S.F. anniversary issues, under a Santa Rosa dateline, fear was expressed that many of the smaller towns (including us) might have been wiped out.

Probably there weren't too many houses and businesses here at

the time. Are any survivors still living hereabouts? Does anyone know anything about the temblor and its effects in this section?

A "delegate-at-large" is a gentleman who attends a convention without his wife. VALLEY WATCH REPAIR, Boyes Springs.

"Now Ethel," said the reproving mother to her small daughter, "how dare you speak to your father like that? Did you ever hear me speak in such manner to him?"

"No," replied little Ethel candidly, "but you choosed him, I didn't."

TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

"The Springs area has come back. Business this year will be the best since before the last war."

The speaker was one of our best known businessmen, and many others have been heard to voice the same sentiment. The man has been in business here for years. He elaborated something like this:

"Things were booming when the shipyards and war plants were going full blast. People flocked here by the thousands, and they liked it. Our resorts did record business for several years.

"Then things sort of went to pot. Payrolls went down. Many who had had good paying jobs were forced to live on sharply reduced incomes, and there were many who were of the unskilled type who had trouble getting along at all thereafter.

"But time has changed a lot of things. Prosperity is with us right now, not 'coming' some time in the future. I've seen people here on weekends who used to come here 12 years ago but who have been here seldom in the ensuing years.

"Yes, Colonel, look for some real activity this summer. And tell your readers to go ahead with any expansion and improvement plans they may have, 'cause we're on the march."

LARSON'S LIQUOR & SPORTING GOODS
Sportsmen's Center — Fishermen's and Hunters' Supplies

You might give a thought to the Valley of the Moon Animal Haven at Glen Ellen. It's doing a wonderful job with stray animals, finding homes for desirable dogs and cats, and only occasionally finds it necessary to destroy some for whom homes cannot be found.

The haven wants to build a crematorium as soon as possible, and your donation—a lump sum or something every month — will help make the dream come true.

You also might be interested in visiting the haven and looking over the entire establishment. It's a revelation in what can be done. (They're in the phone book.)

SONOMA MISSION INN, known throughout the nation for quality dinners, cocktails, friendliness. Convention headquarters.

The befuddled dems won't agree with us (they don't agree with anything), but isn't it wonderful to have a president who has the courage to do what he thinks is right even if it's an election year and the dems thought they had Ike in a hole.

It turns out that the president is holding the good cards and he knows how to play them.

Adlai and Estes are waging rather an even battle for the democratic nominatnon, but we'd bet right now that neither of them gets it. Look for Symington or Johnson (and don't forget Truman, who is "itching") to leave the convention with the rather empty honor.

BOYES SPRINGS FOOD CENTER. Fresh fruits and vegetables, big frozen food and dairy departments. Beverages. Take-outs, too.

The Publishers' Auxiliary of Chicago, a weekly publication that reaches every weekly newspaper and print shop in the country, had quite a writeup in its last issue about Moonbeams, the Colonel, and the Valley of the Moon. Ran to about 15 inches long, and didn't make us mad a bit.

GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Phone WE 8-4731. New offices, 18340 Sonoma Hwy.

Sure, we use the "down style." What's that, you ask? It's keeping the use of capital letters to a minimum. One editor said to us: "You only capitalize God and the name of your paper" (like The Review). That was a bit exaggerated, but you can see what he meant.

Of course the school authorities probably won't catch up with us for years, perhaps never, but most of the publishers of modern weekly papers adhere to the practice, which is simple, consistent, and actually saves time for the linotype operators.

Ferinstance, in our paper you'll find Cherry street, Swiss hotel, Sonoma river, Arnold drive, Flood building, and so on—capitals only for the identifying name in such a designation. There are thousands of rivers, hotels, buildings, streets and mountains, so why capitalize them?

Such modern family journals as ours are also stingy with punctuation marks. They take time, and in many cases are unnecessary. Other innovations include the use of figures for any number from 10 up (unless they start a sentence), elimination of the term "Mr." when a man's initials are given, and almost always when referring to a man in the middle of a story. It's "Brown said," not "Mr. Brown said."

Would somebody please like to take an exception or two to this? We've got some good data on our side.

MIKE & ROSE'S BOYES SPRINGS STORE. Famous for fine meats at lowest prices in the Springs area. "Specials" week ends.

In spring the cautious driver learns
To watch the young man's fancy turns.

FOR — REDWOOD HANGING BASKET or PATIO PLANTER Mail $1.55 to P. O. BOX 398, EL VERANO, CALIF.

Then there's a new industry coming in not too far away that will produce and sell houses that can be put up on your lot in a day or two. We'll maybe be in the market for one, 'cause why should it take three or four months to put up a house, anyway?

Lots of ready-built houses in the Los Angeles area, and they're all right. Some places they erect them at plants, assembly line procedure, then move them complete to a previously prepared site with foundation. Worth investigating?

POWDER BOX BEAUTY SHOP, Arnold drive at Ellis's. All new equipment. Modern methods. Phone WE 8-2673 for appointment.

The little red-faced man ran down the street as fast as he could travel, while behind him ran the bartender of the local tavern in hot pursuit. A policeman stood on the corner regarding the scene with amusement.

"Hey!" yelled the bartender in an angry voice as he neared the officer. "Why don't you help me catch him?"

The policeman looked surprised. "He told me you were racing him for the price of a drink!" he exclaimed.

"So I am," shouted the bartender. "He didn't pay for it!"

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

DENNY'S COG CLUB, main corner, Boyes. Sportsmen's headquarters. A large, friendly tavern, where everybody's your friend.

Among the some 150 titles just acquired by Grace Kelly in Monaco is one long one ending with "de Hamm." Wouldn't that term get a workout if she made another picture and it turned out to be a dud?

EVERYTHING for your home, garden, lawn. Gardening supplies. Work clothing, ladies' wear, cards, souvenirs. BOYES VARIETY.

MORE MONEY SAVED HERE than at your bank. Smart food shoppers find real values at WOODLEAF MARKET, Boyes.

Young Father Hubbard went to the cupboard
To satisfy hunger's throes;
But there wasn't a bite or morsel in sight
That wasn't completely froze.

ROZARIO'S PALMS INN, Verano. Quiet and homelike, it's the favorite place for banquets, dinners, parties. And cocktails.

MOVING and STORAGE. CLOUSE DELIVERY SERVICE. WE 8-2467, Sonoma. BOB CLOUSE, Your Friendly Mover.

Big crowds were here last Sunday, with prospects good that this season will be one of the best in history for local businessmen. Wouldn't it be fine if we could offer our visitors something in the way of ball games, horse shows, folk dancing? Many are content with swimming and picnicking, but we still could do more.

BANCROFT NURSERY, Sonoma. Roses, Annuals, Flats, Fruit Trees. It's spring, and time for gardening. Look over our stocks.

FIRESIDE LODGE, just west of Sonoma, Hiway 12. Barbecuing is our long suit—steaks, chops, ribs, chicken. Splendid cocktail bar.

Well, Kefauver's been here and gone. About 20 prominent local democrats joined the senator at a Mission Inn breakfast Tuesday morning. The candidate was an hour and a quarter late; says he slept like a top and enjoyed the fresh air here. That same day he flopped badly in the New Jersey primaries.

RICHFIELD SERVICE, Boyes, Plaza at Hiway 12. Bud Delaney is the proprietor. Highest quality gas and oil, tires, batteries.

OUR RESORT, El Verano. Harvey and Melina will welcome you. Stein Club headquarters. Draft beer. Tasty mixed drinks.

"Mama," called out the little boy left in charge of his small brother, "say something to Herbie."

"Why? What's the matter with Herbie?" the mother wanted to know.

"He's sitting on the flypaper," came the response, "and there's a lot of flies waiting to get on."

HOOKER OAKS & TRAILER COURT, Hiway 12. Trailer space available. Propane gas. Shell products. Groceries.

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

Wonder why peonies aren't grown hereabouts? They're wonderful flowers, but don't believe we've seen one in California, north or south.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

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We learn that some catchable-size trout will be planted in Sonoma river above the dam at Recreation park. Volunteers are wanted Sunday to finish the flash-boarding at the dam, and then the water may begin to back up to form a huge reservoir. Too bad the dam can't be made a permanent all-year installation, thus affording facilities for year-round fishing, and for boating, maybe even swimming.

SONOMA GROVE, Hiway 12 near Boyes. Famous for Italian dinner, but hard to beat on other cuisine. Cocktail bar will please you.

B & L LAUNDROMAT, Fetters Springs. Latest modern equipment. Fast service, low charge. Take it easy on wash day—every week.

Then comes Saturday. Big spaghetti and meatball feed at the Veterans' Memorial building in Sonoma, put on by the Sons and Daughters of Italy. Think the charge will be $1. A bargain.

And free enchilladas will be on tap Saturday night at Denny's COG club in Boyes. Why not join in the fun?

Federal and State Income Tax Returns prepared. 20 years state income tax auditor. EDMUND C. REEDY, 18340 Sonoma Hwy., Boyes.

RUSTIC INN, Glen Ellen. A historic tavern, with modern ideas. GUNNER, RUTH or MANNY will welcome you—heartily.

Takes about 10 pages of typewritten copy to fill one issue of Moonbeams. How'd you like to try turning out that much every week? And of course try to keep it interesting. We do use some contributed and swiped copy, but it has to pass a rigid test before it gets in. The test? "Will it be of interest to a large portion of our readers?"

Real estate headquarters — sales or rentals—WOODS-FRANQUELIN CO., Boyes Springs Branch. Fast service. Personal attention.

GEORGE'S MEATS (Boyes Springs Food Center). Satisfied customers help spread our reputation for finest, tenderest meats.

A boy living in the mountain country in the south went on a possum hunt one night and after the dogs had treed an animal, the boy climbed up to get it. But the limb gave way and the youngster tumbled to the ground and suffered a broken back. Friends carried him home and as they entered his house, they stood silent, afraid of what the boy's father would say.

The old man looked at his son for a long moment, pushed his whiskers back, and then said: "Well, it could have been worse. He could have fallen on one of the dogs."

EL DORADO HOTEL, Sonoma. Specialists in Italian food. Banquets and club dinners. Historic atmosphere. A friendly place.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

A lot of girls hope to land a rich husband—and live off the fat of the landed.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

SONOMA GOLF & COUNTRY CLUB, for the best food in the Valley. Excellent cocktail bar. Sumptuously luxuriant.

THE CRAZY FARM BILL

If ever a bill cried out for veto, it was the so-called farm bill that congress sent to the president's desk. And, happily, it did get a veto.

Charles B. Shuman, president of the largest farmer organization, the American Farm Bureau federation, in an on-the-button sum-up, said: "The bill abandons any semblance of sound economic principles for the illusion of political gain."

The bill would have returned to the discredited programs which created the horrendous glut and caused the recent downturn in farm prices. Its sole purpose was to hypnotize farmers until after the November election.

Nonsubsidized farmers, taxpayers and consumers would have been the goats. It would have restored the 90 per cent parity system, because of which we're now spending $1 million a day just to store the surplus. Suppose the bil had gone over? On feed grains, those who raise cattle, hogs and poultry would be the first to pay. They get no subsidies, but they would have had to buy subsidized feed, and they pay taxes. And Shuman says the "three-price domestic dumping plan" would inevitably have raised bread prices (too high even now).

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

WHEN SKILLET GREASE FLAMES, REACH FOR BAKING SODA

A large box of baking soda should be kept within easy reach of your oven, says a noted expert. Then, if grease in a skillet or in the oven catches fire you can extinguish the flames quickly and safely.

One of the common but most dangerous mistakes made by housewives is the attempt to extinguish flaming grease by pouring water on it. This spreads the fire and spatters the hot grease so that it frequently causes painful burns.

Another error is trying to smother the flame by throwing flour on it. Flour is combustible and should not be used . It can cause an explosion. Cornmeal is likewise combustible.

Baking soda acts by forming a cloud over the fire so that air cannot reach it and it becomes quickly extinguished. Salt is also a good fire extinguisher. If the fire is within the oven or roaster, keeping the door closed or replacing the lid will exclude the air and the fire will burn itself out.

These simple precautions can eliminate one of the most common and horrible accidents in the home.

PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-2750.

EVERGREENS — AND PRUNING

The urge to get out in the yard and do something at this time of year usually results in some form of pruning, with evergreens receiving first attention because of their foliage. Curb that urge.

Evergreen trees need little pruning except to remove dead and broken branches and to correct any lack of uniformity.

However, it's a different story with ornamental plants. They should be pruned to keep them shapely and, in flowering trees and shrubs, to encourage better quality blooms.

If evergreens become so tall they shut out light from windows, or so straggly that they are unsightly, then it is better to transplant them to a spot where they can grow as they should.

Yearly shearing of evergreen hedges is in order, yet it is best done in late spring after new growth has had a chance to harden.

If you cut evergreen trees back hard you'll find that the old wood lacks the strength to make new growth.

DANCE Saturday nights and Sundays at LITTLE SWITZERLAND, El Verano. Fine music, Swiss food, congenial crowds, always.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

When a wife is "outspoken," I'm sorry to state,
The one who outspeaks her is seldom her mate.

R. A. "BOB" MILLER —"Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

MENDEL'S CAFE, Boyes Springs Plaza. Our food (especially sizzling steaks) are winning wide approval. Tasty drinkables.

Your friends back east would like Moonbeams. One year sub, just $1 by mail.